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ABSTRACT

This annotated resource guide was developed as a tool for local groups planning bicycle safety education programs. Although it does not include every resource and material in the area, it provides a starting point for program planning. Focus is on safety materials, however some general bicycling resources are also included to give the user background and supplementary information. Materials are grouped according to type: curriculum guides, packaged programs, films and filmstrips, books, booklets and pamphlets, research reports, and public relations materials. Each entry includes a brief description, and when possible, the cost, age level, and source of availability. Appended are examples of bicycle safety programs, sources of federal funding, a list of periodicals, and an index of authors/sponsors. (This guide was prepared in conjunction with a national bicycle safety education conference. The conference report is available separately.) (SH)

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BICYCLE SAFETY EDUCATION

A GUIDE TO RESOURCES AND MATERIALS

U.S. Department of Transportation
U.S. Consumer Product Safety Commission

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Prepared by Lawrence Johnson & Associates, Inc., Washington, D.C.

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CE 014 067

PREFACE

This Resource Guide has been developed as a tool for local groups planning bicycle safety education programs. Although it does not include every resource and material in the area, it provides an excellent starting point for program planning.

The focus of this guide is on safety materials. We have, however, included some general bicycling resources to give the user background and supplementary information. Wherever possible, we have included the cost of each item, the age level it is geared toward, and the place where it can be acquired.

The United States Consumer Product Safety Commission and the United States Department of Transportation are the two Federal agencies responsible for bicycle safety and bicycle safety education. This Resource Guide was prepared in conjunction with the bicycle safety education conference. Both this guide and the conference represent a cooperative effort between these Agencies to address a serious national problem.

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CURRICULUM GUIDES

1. *CALIFORNIA GUIDE TO BICYCLE EDUCATION (1977)*

Age: 5 - Adult

This bicycle guide is currently in draft form, and is based upon the Santa Barbara Bicycle Accident Study. The program emphasizes on-bike training for youngsters, levels 4-6. There are many hands-on activities that stress development of hazard recognition scanning and motor skills. Why bikers won't or don't obey rules is covered. The program at lower ages is aimed as much at parents as at children. The upper elementary program suggests supervised on-the-road training. Secondary levels include content outlines and one-line activities (not detailed activities and worksheets like the elementary level). Pilot phase ends fall, 1977; inquire after March, 1978 for availability.

California Department of Education
Sacramento, California 95802

EFFECTIVE CYCLING (see No. 61)

2. *ILLINOIS TRAFFIC SAFETY EDUCATION (1969)*

Age: 5 - 13

This is an extensive traffic safety curriculum. It includes worksheets and detailed activities and games to guide teachers. Activities from this volume appear in various stages of development throughout the country. Rules of the road, traffic signaling, and procedures are emphasized. Activities are designed to be integrated into the elementary school curriculum. Many masters for reproduction are included.

Illinois Department of Education
100 North First Street
Springfield, Illinois 62777

Limited quantities available free of charge

3. *MARYLAND'S SAFETY INSTRUCTIONAL SYSTEM AND TEACHER'S GUIDE TO BIKE BASICS (1973)*

Age: 5 - 12; Over 13

The Safety Instructional System's approach to traffic safety is oriented to improving psycho-motor skills. The system is a traffic safety curriculum that consists of one volume per grade. Each volume contains a section on bicycle safety. A separate volume, the "Teacher's Guide To Bike Basics," and a 72-frame filmstrip are provided for second graders. The activities are designed to be integrated into existing classroom programs and a subject-area cross reference is provided. A 65-page pamphlet of rules and laws is available for beginning cyclists. Other volumes for higher grade levels provide decision-making activities and deal with motor skills. The K-2 volumes emphasize practice to improve eye-hand coordination and other psycho-motor skills (deficiencies in these skills have been correlated with accidents among youngsters).

Maryland is now developing an audio/filmstrip bicycle safety package for use with junior-high, high-school and adult groups. The series of filmstrips will provide training in hazards perception, decision-making and evasive maneuvers. The curriculum is based on research of Maryland bike accidents and on the Santa Barbara bicycle accident study by Anacapa Sciences.

An instructional television series for 5-8 year olds, entitled "Way To Go," is available from Maryland Instructional Television Division. One of the four programs in the series is "Bike Basics," a rules and law presentation for beginning riders.

Maryland State Safety Education Unit
Department of Education
P. O. Box 8717
Baltimore-Washington Airport
Baltimore, Maryland 21240

Maryland Safety Instructional System:
$3.00 per volume, $27.00 for 9 volumes (K-6); "Bike Basics" pamphlet: 15¢ plus postage; "Bike Basics" filmstrip: $3.00 plus postage

4. *PROJECT T.R.A.F.F.I.C. (1976)*

Age: 5 - 18

Madison, Wisconsin public schools have been developing a traffic safety curriculum for use throughout the state. Bicycle safety is a part of the program. Using an innovative format, the content is geared toward a laws/rules and hazard recognition presentation. The activities are imaginative and well presented. The elementary school portion consists of two volumes, each accompanied by a small box full of brightly colored activity cards. Each card describes an activity to be integrated with an existing subject area. The secondary portion is also designed to be integrated with subject areas. Activities are presented in a loose-leaf notebook with a labeled section for each likely discipline.

Project T.R.A.F.F.I.C.
Madison City Schools District
545 West Dayton Street
Madison, Wisconsin 53703

$5.00 per volume
$15.00 per set, K-12

5. *RIDE ON!* *PEDAL ON!* *TRANSPORTATION CONSUMER EDUCATION FOR ADULTS*

Age: 5-8; 9-11 Age: 11-14; 14-18

These volumes present learning activities that encourage the safe use of the bicycle and provide general guidance for bicycle and transportation consumers. The bicycle safety materials focus on safe riding rules and reasons why bikers don't or won't obey the rules. In the upper elementary and high-school level, there are many excellent and original activities which suggest role plays to examine reasons for bicyclists' misbehavior or failure to observe the law. Little is presented on the cognitive level of recognizing hazards or causes of accidents. Bicycle materials for Grades K-3, 4-6, and Adults are contained in larger consumer education volumes covering many aspects of transportation (public transportation, safety, transportation and

the environment, and bicycling). On the 6-9 and 9-12 levels, bicycling and each other aspect of transportation are covered in separate volumes.

Abt Associates, Inc.
55 Wheeler Street
Cambridge, Massachusetts 02138

$19.50 per volume

PACKAGED PROGRAMS

6. *AAA--TEACHER'S GUIDE TO BICYCLE SAFETY ACTIVITIES AND PROJECTS (1977, 12 pages)*

Age: 5 - 15

This is a series of creative activities (many detailed precisely) on bicycle safety which correlate bicycle safety activities with regular academic studies.

American Automobile Association
Traffic Engineering and Safety
Department
811 Gatehouse Road
Falls Church, Virginia 22042

10¢ each

7. *AETNA'S PEDESTRIAN/BICYCLE SAFETY PROGRAM (1977, 2 units - 7 models, audio/filmstrips)*

Age: 9 - 12

This package is designed to actively involve youngsters in bicycle and pedestrian safety. Several modules are concerned with bicycling procedures and attitudes. The package includes filmstrips, teacher's guides, spirit masters, and student response materials. The package will be available in Fall, 1977.

Aetna Life and Casualty
Driver Education Services D-A
151 Farmington Avenue
Hartford, Connecticut 06156

8. ALL ABOUT BIKES: A BICYCLE SAFETY PROGRAM (1972, 127 pages)

Age: 5-12

This comprehensive elementary curriculum guide on bicycle use and safety includes 58 visual aids which can be made into transparencies; 36 "case histories" on "3 X 5" squares (four to a page); two student (one basic, one advanced) and two teacher work booklets and accompanying instructional objectives; and vocabulary and learning experiences covering six topic areas, such as laws, use, and accidents. Pupil participation is stressed throughout the program. The emphasis in this eight hour course is on the bicycle as a vehicle (not a toy) and on a child's decision-making capacity in the ever-changing environment. An animated film is available to supplement the program.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

$42

9. BICYCLE SAFETY PROGRAM (1976, audio/filmstrips)

Age: 9-13

This audio-visual program presents a very different type of bicycle program. The emphasis is on training in hazard detection and decision-making skills. Every skill developed is directly related to preventing accidents. The program is divided into three parts. Part A, Hazards in Sight, consists of three filmstrips: "Learning to Identify Hazards," "Deciding What Hazard is Most Critical" and "Acting Upon Perception of Hazards." A 40-page guide and three spirit masters are included. Part B, Accident Analysis, contains three filmstrips, a 44-page guide and three spirit masters. The most common accident types are presented and

the student must decide who was at fault, what law was broken and how it could have been prevented. Part C, Owning A Bike, contains four strips--buying a bike, signs and signals and a two-part maintenance guide. Six spirit masters are included. Students really become involved while participating in these filmstrips.

Milner-Fenwick, Inc.
3800 Liberty Heights Avenue
Baltimore, Maryland 21215

Part A: $63.95
Part B: $63.95
Part C: $83.00

10. *CUB SCOUT BICYCLE SAFETY PROGRAM (1977, 15 pages)*

Age: 5-14

This is an annual Cub Scout activity where troop scout leaders train Cub Scouts in bicycle safety skills. As a result of participating in this month-long program, each boy should:

1. know how to keep his bicycle in safe condition;
2. drive his bicycle safely; and
3. know traffic signs and rules of the road.

Included in the program is a 15-page Leader's Guide; a Safety Inspection Checklist; Bike Rodeo and Skills Sheet; and supportive materials such as decals, participation stickers and a 24-page reprint, "Bike Fun" from Boy's Life Magazine, 1977. Cub Scouts can earn a Cycling Merit Badge for completing all the prescribed activities

National Office - Boy Scouts of America
North Brunswick, New Jersey 08902

11. *DISCOVERING TRAFFIC SAFETY (1977, seven sets of 6 films, 7 minutes each, color, 16mm)*

Age: 5-15

DISCOVERING TRAFFIC SAFETY is a unique program in which young people discover traffic safety concepts for themselves. The program

is currently under production by the Automotive Safety Foundation. The set of 42 films will be designed to supplement existing programs. From the first minute of film, each child becomes a participant (as either walker, rider or driver) in traffic situations. There is no adult narration to recite "do's" and "don't's." Each film consists of several brief episodes which are devised to trigger discussion. A manual and guide accompany each film.

The first set of 6 films is now available. The remainder of the series will be available at scheduled intervals; the completion date for the total series is June, 1979.

Automotive Safety Foundation
1776 Massachusetts Avenue, N. W.
Washington, D. C. 20036

$547 per set of 6 films

12. *GUIDE FOR LEADERS: 4-H BICYCLE PROGRAM (1971, 19 pages)*

Age: 12-15

This guide includes detailed suggestions for 4-H leaders (that are equally useful for teachers) on how to teach a unit on bicycles. It includes a list of study topics; suggested "meeting plans"; suggested riding activities (e.g., balancing, signaling, entering highway); favorite bike games and races; and a bicycle inspection form and quiz. The guide is primarily designed for use outdoors where each student has his or her own bicycle. Suggested bike games and races are creative and fully described. An interesting section discusses careers and vocational opportunities associated with bicycles.

4-H Safety Director
U.S. Department of Agriculture
Extension Service
Washington, D. C. 21250

Free

13. *JUST LIKE A CAR (1971, 12 minutes, color, 16mm)*

Age: 9-13

The peppy film emphasizes the necessity for a good defense in traffic. Obeying rules of the road are stressed as well as watching for dangers and establishing communication with auto drivers. The film is well-edited and never boring visually. The total package includes a detailed teacher's guide with lesson plans, six posters, a 35mm color filmstrip, as well as the 16mm film.

Film Loop, Inc.
P.O. Box 2233
Princeton, New Jersey 08540

$110 for total package
$85 for film alone

14. *TRAFFIC AND PEDESTRIAN EDUCATION SYSTEMS (1971, 15 audio/ filmstrips)*

Age: 9-12

This filmstrip series presents "modules" of traffic safety rules. The package includes a teacher guide and ditto masters. Bicycle safety is included but not emphasized and lessons are taught by cartoon creatures.

Elisar Research Corporation
15 East 48th Street
New York, New York 10017

$86 per set
New York State residents contact
State Department of Motor Vehicles

FILM AND FILMSTRIPS

15. *BICYCLE DRIVERS DON'T HAVE TO HAVE ACCIDENTS (1976, 13 1/2 minutes, 16mm, color)*

Age: 10-14

This film addresses the accidents most typically suffered by boys age 10-14. Typical accidents are described and the critical accident-causing behavior is identified. Specific recommendations are made for safe cycling to avoid those accidents.

Golden Coast Films
2044A - Almeda Padre Serra
Santa Barbara, California 93103

$215

16. *BICYCLE DRIVER EUDCATION ... WE MUST DO MORE (1975, 20mm, color, 16mm)*

Age: Adult

The film promotes bicycle driver education in the nation's school system. Examples of current bicycle safety programs from kindergarten through college are shown. The film is designed to be used by community leaders to motivate public officials and/or parents to demand public school programs in bicycle safety.

Purchase from:
Valdhere Films
3060 Valleywood Drive
Dayton, Ohio 45429

$225

Rent from:
Association Sterling Films
600 Grand Avenue
Ridgefield, New Jersey 07657

$5

17. *BICYCLE RIDING REMINDERS (1970, 11 minutes, color , 16mm)*

Age: 9-12

This film emphasizes the rules of the road. A collision between a car traveling 30 miles per hour and a riderless bicycle is demonstrated.

AIMS Instructional Media Service
P. O. Box 1010
Hollywood, California 90028

$170

18. *BICYCLE RULES OF THE ROAD (1965, 11 minutes, color, 16mm)*

Age: 9-12

Driver reaction time and the stopping distance of both automobiles and bicycles are demonstrated. Staged collision tests, using slow motion photography, demonstrate what happens when an automobile impacts with a bicycle at 25 and 47 miles per hour.

AIMS Instructional Media Services, Inc.
P. O. Box 1010
Hollywood, California 90028

Rental: $15
Purchase: $170

19. *BICYCLE SAFETY (1974, 12 minutes, color, 16mm)*

Age: 9-12

The typical dangers to bicyclists are illustrated. Causes of bike accidents, as well as avoidance procedures, are discussed. A study guide is included.

Film Fair Communications
100900 Ventura Boulevard
Studio City, California 91604

20. *BICYCLE SAFETY (1974, audio/filmstrip, 54 frames)*

Age: 9-12

This filmstrip is part of a series entitled, "Safety Awareness." The filmstrip stresses alertness, common sense, and courtesy in practicing bicycle safety.

Learning Resources Division
Educational Development Corporation
202 Lake Miriam Drive
Lakeland, Florida 33803

$51.95 with record
$57.95 with cassette

21. *BICYCLE SAFETY (audio/filmstrip, 60 frames, 2X2 inches)*

Age: 5-9

This filmstrip is part of ACI's "Safety Series." It uses a simple story to teach bicycling rules to children who are not ready to judge for themselves what is safe and unsafe.

ACI Films
35 W. 45th Street
New York, New York 10036

$65

22. *BICYCLE SAFETY (1974 set of four audio/filmstrips, 46/54/47/60 frames each)*

Age: 5-9

This filmstrip series has four parts. Part 1 is "Learning to Ride"; part 2, "Using Your Bike Safely"; part 3, "Riding Down the

Road" and part 4, "Traveling by Bike." A teacher's guide on phonograph disc or cassette is available.

Eye Gate House, Inc.
146-01 Archer Avenue
Jamaica, New York 11435

$47

23. *BICYCLE SAFETY (1975, set of three audio/filmstrips, 84/87/98 frames each)*

Age: 9-12

This series of filmstrips has three parts: part 1, "Bicycle Selection and Maintenance"; part 2, "Correct Way to Ride" and part 3, "Traffic Regulations and Safety." The filmstrips show children facing a variety of typical traffic situations. A teacher's guide and spirit masters are included.

Pathescope Educational Films, Inc.
71 Weyman Avenue
New Rochelle, New York 10862

$58

24. *BICYCLE SAFETY--YOU CAN PREVENT AN ACCIDENT (1975, 28 minutes, color, 16mm)*

Age: 12-18

Lloyd Haynes (former star of the television series, "Room 222") narrates this film, which attempts to cover every aspect of bicycle safety. Rules, laws and identifying hazardous situations are emphasized.

Lee Stanley Films
17215 Bullock Street
Encino, California 91316

$300

25. *BICYCLE TODAY--AUTOMOBILE TOMORROW (1969, 10 minutes, color, 16mm)*

Age: 9-15

A motorcycle police officer shows a boy how he should check his bicycle for mechanical soundness. Children demonstrate the importance of knowing bicycle rules and laws. This is an update of the film "Once Upon a Bike."

Youth Guidance Films
Sid Davis Productions
1046 South Robertson Boulevard
Los Angeles, California 90035

$120

26. *BICYCLING ON THE SAFE SIDE (1974, 15 minutes, color, 16mm)*

Age: 13 and over

This fast-paced film stresses bicycle safety as well as rider comfort and efficiency on a ten-speed bike. It demonstrates safe riding techniques and laws, and discusses cycling hazards. Maintenance tips are also included.

Ramsgate Films
704 Santa Monica Boulevard
Santa Monica, California 90401

Sale: $210
Rental: $20 daily
$40 weekly

27. *BIKE PEOPLE (1973, 11 minutes, color, 16mm)*

Age: 5-9

This film discusses the responsibilities of bicycle ownership and gives advice on safety precautions, optional equipment and theft prevention.

AIMS
P. O. Box 1010
Hollywood, California 90028

Rental: $15
Purchase: $170

28. *BIKE SAFETY QUIZ (1976, 21 minutes, color, 16mm)*

Age: 9-15

The "Bike Safety Quiz" is a rules and laws presentation with a different twist. A question and answer format stresses that safe cycling requires observance of traffic and bicycle laws. Background music is furnished by the "Bike Safety" band.

American Educational Films
Box 5001
132 Lasky Drive
Beverly Hills, California 90212

Rental: $30
Purchase: $300

29. *BIKE SUPER STARS (11 1/2 minutes, color, 16mm)*

Age: 9-12

The film demonstrates safe and skillful bike riding. A youngster is shown practicing the skills that make cycling safe as well as enjoyable.

Coronet Instructional Films
65 East Water Street
Chicago, Illinois 60601

$167

30. *BIKES ARE BACK (1974, 9 minutes, color, 16mm)*

Age: 12-18

Bike safety pointers are given on such topics as reaction time, maintenance, night cycling, bike paths and visibility.

AIMS Instructional Media Services
P. O. Box 1010
Hollywood, California 90028

$140

31. *CAN YOU STOP ON A DIME? (1972, 10 minutes, 16 mm, color, w/sound)*

Age: 5-12

In a series of tests and experiments involving children as subjects, the various "thinking distances" and "stopping distances" for boys and girls walking, running and biking are demonstrated. An impressive demonstration, using special detonators attached to the bumper of a car traveling only a little more than 20 miles per hour, is also performed.

As the various situations are explored they are applied to actual traffic conditions. It becomes clear that no matter how fast you may react, whether you are walking, running, riding a bicycle or driving an automobile--you can't stop on a dime.

Youth Guidance Films
Sid Davis Productions
1046 S. Robertson Boulevard
Los Angeles, California 90035

$130

32. *CHAMPIONSHIP BICYCLE SAFETY (13 minutes, color, 16mm)*

Age: 9-15

This is a fast-paced film which relates the cycling skills of the champions to the skills needed in everyday cycling situations. The film emphasizes that it takes practice to ride like a pro. Clowns are shown riding antique bikes in a local rodeo and demonstrating the need for watchfulness to avoid hazards.

Association-Sterling Films
600 Grand Avenue
Ridgefield, New Jersey 07657

Rental: $7

33. *DEFENSIVE BICYCLING (1973, 12 minutes, color, 16mm)*

Age: 9-12

This Canadian film shows children cycling to illustrate safe, defensive driving techniques under varying road conditions.

Crawley Films, Ltd.
19 Fairmount Avenue
Ottawa, 3, Ontario, Canada

34. *EVERYTHING ABOUT BIKES (1975, 15 minutes, color, 16mm)*

Age: 5-12

This is an adaptation of the National Safety Council's "All About Bikes" program guide. It covers rules, history of bikes and maintenance.

Pyramid Films
P. O. Box 1048
Santa Monica, California 90406

Purchase: $225
Rental: $ 20

35. *GET TO KNOW YOUR TEN SPEED (19 minute, color, sound)*

Age: 16 and over

The film illustrates how to properly use a ten speed bicycle for safety, fitness, and pleasure. It includes making adjustments, brake control, shifting gears, and observing traffic safety rules. The film is particularly well suited for bike clubs.

Oxford Films
1138 North Las Palmas Avenue
Hollywood, California 90038

JUST LIKE A CAR (see No. 13)

36. *IF BICYCLES COULD TALK (1967, 13 minutes, color, 16mm)*

Age: 5-12

All aspects of bicycle safety and maintenance, as well as the role of parents in preparing youngsters for bicycle ownership, are covered.

Audio-Visual Services
Aetna Life and Casualty Co.
151 Farmington Avenue
Hartford, Connecticut 06115

Free Loan: Borrower pays return shipping charge

37. *I'M NO FOOL WITH A BICYCLE (1971, 8 minutes, color, 16mm)*

Age: 5-12

The history of the bicycle leads to a discussion of the rules for bicycle riding.

Walt Disney Educational Materials Co.
495 Route 17
Paramus, New Jersey 07652

$125

38. *ONE GOT FAT (1964, 17 minutes, color, 16mm)*

Age: 5 - 12

Ten bicycle-riding monkeys are going to the park for a picnic. Each has a personal characteristic that impels him to break a law. regarding bicycle safety. As a result, only one arrives at the park. The film makes clear, sober points on the bicyclist's responsibilities to himself and to others.

Perennial Education, Inc.
1825 Willow Road
Northfield, Illinois 60093

$190

39. *ONLY ONE ROAD (1975, 26 minutes, color, 16mm)*

Age: 12 - Adult

ONLY ONE ROAD stresses that greater understanding and cooperation are needed between bicyclists and motorists to safely share the roadways. Six case studies illustrate what bicyclist and motorist can do to make the bike/car traffic mix less hazardous. The film is based on research data. It is available from your local AAA club, or:

AAA Foundation for Traffic Safety
8111 Gatehouse Road, Room 328
Falls Church, Virginia 22042

$75

40. *PLANNING A COMMUNITY BIKE PROGRAM (27 1/2 minutes, color, 16mm)*

Age: Adult

This is a motivational film geared toward community leaders. It emphasizes the need for, and the procedures of, implementing community bike safety programs.

Association-Sterling Films
600 Grand Avenue
Ridgefield, New Jersey 07657

Rental: $7

41. *RABBIT HAS A BICYCLE RIDE (1975, audio/filmstrip, 64 frames)*

Age: 5-12

A new Walt Disney filmstrip series uses Winnie the Pooh and other A.A. Milne characters to emphasize the necessity for safety. Bike safety awareness is covered in one filmstrip of the series, "Winnie the Pooh on the Way to School."

Walt Disney Educational Media
495 Route 17
Paramus, New Jersey 07652

$105

42. *RIDE ON (1972, 15 minutes, color, 16mm)*

Age: 10-18

Mr. Banana explores the history of the bicycle in order to discover a better bike. Through a series of slapstick bicycle mishaps, he learns to follow the bicycle rules of the road.

McGraw-Hill Text Films
1221 Avenue of the Americas
New York, New York 10020

$235

43. *SOMEBODY STOLE MY BIKE (1972, 20 minutes, color w/sound, 16mm)*

Age: 5-12

This film takes a stolen bike through a series of adventures. Chaining and locking techniques; registration and licensing; and identification of countermeasures to be taken by individuals, businesses and public institutions are all vividly and graphically presented within an entertaining format.

Youth Guidance Films
Sid Davis Productions
1046 S. Robertson Boulevard
Los Angeles, California 90035

$260

44. *SPINNING SPOKES (18 minutes, color, 16mm)*

Age: 5-12

A high school boy finds out from his own experience that safe bicycling pays. He enlists in a local safety campaign.

Mogull's
235 W. 46th Street
New York, New York 10036

45. *SPOKEY THE CLOWN AND HIS MAGIC BIKE (1973, 15 minutes, color, 16mm)*

Age: 5-9

The film alerts children to common bicycle safety problems and shows the correct way to drive. It tells the story of a clown who loans his talking bicycle to a boy. The boy learns that the best driver is a safe driver.

Screen Educational Enterprises
3220 16th Avenue West
Seattle, Washington 98119

$195

46. *THE BICYCLE DRIVER (1973, 14½ minutes, color, 16mm)*

Age: 12-18

THE BICYCLE DRIVER emphasizes the legal rights and responsibilities of both bicyclist and motorist. Common rules of the road are demonstrated and the bicyclist's responsibility in vehicular traffic is delineated. The film makes the point that bikers have the same rights and responsibilities as motorists.

Jim Lawless
Motion Picture Consultants, Inc.
1545 Northeast 130th Street
Seattle, Washington 98125

$104 or free loan available from

Safeco Insurance Company
Safeco Plaza
Seattle, Washington 98185

47. *THE DAY THE BICYCLES DISAPPEARED (1967, 14 minutes, color, 16mm)*

Age: 5-9

When all the bicycles in town suddenly disappear, it turns out that they are protesting the hazardous riding of their owners. Not until each rider signs a safe bicycling pledge do the bikes agree to go home.

AAA
8111 Gatehouse Road
Falls Church, Virginia 22042

$46

48. THE GREAT BICYCLE RACE (1975, audio filmstrip)

Age: 5-9

This filmstrip is part of the series, Safety And You, sponsored by the American Alliance for Health, Physical Education and Recreation. THE GREAT BICYCLE RACE describes the first Annual Boonetown Bicycle Marathon, where contestants are judged for knowledge of bicycle safety.

American Alliance for Health,
Physical Education and Recreation
1201 16th St., N.W.
Washington, D.C. 20036

BOOKS

49. *A GREAT BICYCLE BOOK by Jane Sarnoff and Reynold Ruffins (1973, 31 pages)*

Age: 9-15

This is an attractive book, illustrated in bright colors, which can be used often to help children take care of, repair, enjoy and learn more about their bicycles. The book shows that even a non-mechanical bike rider, aged eight and up, can maintain and repair a bicycle.

Charles Scribner & Sons
597 Fifth Avenue
New York, New York 10017

$5.95

50. *ANYBODY'S BIKE BOOK by Tom Cuthbertson (1971, revised 1973, 176 pages)*

Age: 15 and over

This is an illustrated, easy to read, well-organized manual of bike repairs for the amateur and serious enthusiast.

Ten Speed Press
Box 4310
Berkeley, California 97414

$3.00 plus 25¢ postage; paperback

51. *BETTER BICYCLING FOR BOYS AND GIRLS by George Sullivan (1974, 64 pages)*

Age: 9-18

With 100 photographs, this book includes a detailed discussion of bicycles and the sport of cycling. The opening chapters appraise bikes of different types and discuss proper fit, how to ride and rules of the road. Cycle clubs and competition are suggested so that the spirited youngster can try his hand at skill exhibits and planned touring events.

Dodd, Mead & Company
79 Madison Avenue
New York, New York 10016

$4.50

52. *BICYCLE DIGEST by Mark Tiffault (1972, 287 pages)*

Age: adult

Many photographs and diagrams plus candid bike talk make this book all-encompassing. Selection, repair, security, racing, care, safety, travel, laws and health are covered extensively. Detailed evaluation of current bikes on the market can be found as well as tips as to what kind of bike to buy.

Follett Publishing Co.
1010 W. Washington Boulevard
Chicago, Illinois 60607

$5.95 paperback

53. *BICYCLE RACING by Robert B. Jackson (1971, 71 pages)*

Age: 9-15

This book introduces bicycling as an exciting sport. It discusses competition and the tactics involved in bicycle racing at a level children can understand. Bicycles of all types are covered, as are the national and international bicycle racing scenes. Of special interest to youngsters is a chapter that summarizes the careers of great bicycle racers.

Henry Z. Walck, Inc.
19 Union Square West
New York, New York 10003

$6.95

54. *BICYCLE REPAIR AND MAINTENANCE by Ben Burstyn (1974, 144 pages)*

Age: 14 and over

This is a clearly illustrated, easy-to-follow maintenance guide that discusses repair of bicycles with tools that are readily available. Each illustration is a step by step approach and is of great assistance to the novice. Topics covered are braking systems, derailleurs, gear mechanisms, crank assemblies, frame and fork aligning, sproket systems, truing wheeling and short cuts on common repairs. The aim of this book is to keep bicycles in top running and safe condition.

Arco Publishing Company, Inc.
219 Park Avenue South
New York, New York 10003

$6.95

55. *BICYCLES--ALL ABOUT THEM (1976, 32 pages)*

Age: 9-12

This well-illustrated book tells how a bicycle works, how it can be fixed, how to save an old one and how to improve a new one. Safety tips on avoiding hazards are included.

McPhee Gribble Publishers
Penguin Books, Inc.
7110 Ambasson Road
Baltimore, Md. 21207

$1.50

56. *BICYCLING by Charles Coombs (1972, 127 pages)*

Age: 9-12

This is a conventional approach to a total bicycle guide for children. Chapters include the history of the bicycle, types of bicycles and what to look for when purchasing a bicycle. Care, maintenance and home repair sections are useful. An interesting chapter on the future of bicycles is included. The text includes 59 photographs.

William Morrow & Company
105 Madison Avenue
New York, New York 10016

$4.25

57. *BIKE TRIPPING by Tom Cuthbertson (1972, 172 pages)*

Age: 14 and over

This is an informative account of how to take bike trips and emphasizes safety, the weather, where to go and what equipment to carry. The illustrated book also discusses learning to ride and purchasing a bike.

Ten Speed Press
Box 4310
Berkeley, California 94704

$3.00 paperback

58. *BIKES--A HOW-TO-DO-IT GUIDE TO SELECTION, REPAIR, MAINTENANCE, DECORATION, SAFETY AND FUN ON YOUR BICYCLE by Stephen C. Henkel (1972, 96 pages)*

Age: 14 and over

An all-inclusive account of bike styles, purchasing a bike, learning to ride, maintenance and repair, safety and "having fun." Numerous and very well illustrated diagrams. Sections on do-it-yourself maintenance and repairs are especially sound.

The Chatham Press, Inc.
15 Wilmot Lane
Riverside, Connecticut 06878

$4.95 hardcover
$1.25 paperback

59. *BIKE-WAYS (101 THINGS TO DO WITH A BIKE) by Lillian and Godfrey Frankel (1972, 128 pages)*

Age: 15 and over

Informative account of how to have fun with a bike, including games, skill exercises, trips, tours and camping. Brief discussions of safety, bike selection, parts, accessories and maintenance are included. A section of 25 games is especially useful.

Sterling Publishing Company
419 Park Avenue South
New York, New York 10016

$3.50

60. *CONSUMER GUIDE: BICYCLES: COMPLETE BUYING GUIDE (1972, 384 pages)*

Age: 16 and over

This detailed evaluation of bicycles, arranged by type of use and price, is based on actual road testing. The book also includes a discussion of bicycle safety considerations and of how to buy a bike. Interesting sections are provided on the health benefits of bike riding and detailed rules for bicycle polo. A list of bicycle clubs by state is included.

Popular Library
355 Lexington Avenue
New York, New York 10017

$1.50 paperback

61. EFFECTIVE CYCLING by John Forester (1975, 250 pages)

Age: adult

This extremely thorough cycling handbook is organized as a textbook; test questions (but not activities) are included. The book also includes sections on identifying hazards and on bicycle riding strategies for urban and suburban bicyclists. It discusses bicycle touring and gives tips to commuters. Maintenance suggestions for the cyclist's body, as well as for the cycle, are included. Laws, legislation, theft prevention and safety procedures are also discussed. A Cycle Engineering Handbook and Teachers Guide will be available in the near future.

Custom Cycle Fitments
782 Allen Court
Palo Alto, California 96303

$7.95

62. FIX YOUR BICYCLE by Eric Jorgensen (1972, 117 pages)

Age: 15 and over

This is a step by step approach that offers full coverage for routine maintenance, troubleshooting, repair and overhaul. The author includes cautioning notes where procedures are difficult, and occasionally suggest that "here's a job requiring dealer attention." Hundreds of photographs are included.

Clymer Publications
222 N. Virgil Avenue
Los Angeles, California 90004

$5.00 paperback

63. *MODEL PROGRAMS IN PEDESTRIAN AND BICYCLE SAFETY FOR WISCONSIN COMMUNITIES (1973, 86 pages)*

All ages

This book is divided into two sections. The bicycle safety section provides accident information and outlines activities for children and adults. Activities include a rules and laws list, bicycle safety court for children, maintenance checklists, correct fit charts, outlines for speeches, and sample press releases. The book seems oriented toward police departments, since the approach is heavily slanted toward enforcement and laws.

Wisconsin Division of Highway Safety
Coordination
131 W. Wilson Street, Room 803
Madison, Wisconsin 53702

Available free to Wisconsin residents;
Single copies available to non-residents

64. *NORTH AMERICAN BICYCLE ATLAS (1972, 127 pages)*

Age: 14 and over

Extremely useful descriptions are presented of about 80 long rides and 61 short rides that cyclists can take throughout the country. Descriptions of each trip include scenery, facilities, difficulty and type of equipment needed. An introduction discusses lodging, equipment, safety and handling logs.

American Youth Hostels, Inc.
Delaplane, Virginia 22025

$2.60

65. *RICHARD'S BICYCLE BOOK by Richard Ballantine (1972, 249 pages)*

Age: adult

A well-illustrated account of how to maintain and repair a touring bicycle. Discussions of how to buy and ride a bike are included.

Ballantine Books, Inc.
201 East 50th Street
New York, New York 10022

$1.95 paperback

66. *THE BICYCLE BOOK by Lillian and Godfrey Frankel (1972)*

Age: 7 - adult

A useful, illustrated account of how to select, repair, care for, and ride a bicycle. Bike trips, tours, clubs and camping are also discussed. A section on bicycle games (22 pages) is especially complete and creative.

Simon & Schuster
630 Fifth Avenue
New York, New York 10020

$1.50 paperback

67. *THE BICYCLE BOOK by Bob Boethling (1971, 63 pages)*

Age: 14-18

The book includes well-organized advice on a variety of bicycle topics: buying a bicycle, bikeways, theft, recreational cycling organizations, legal problems and maintenance.

Price/Stern/Sloan Publishers, Inc.
410 North La Cienga Boulevard
Los Angeles, California 90048

$1.50 paperback

68. THE BIKE BOOK by Bibs McIntyre (1974, 262 pages)

Age: 14-18

The book provides practical information for both the novice and experienced bicyclist. Although the emphasis is on urban bicycling, advice to the suburban and country bicyclist is included. Special sections deal with preventing theft, working up to a fifty mile trip and buying accessories. An exceptionally good resources section lists bicycle clubs, racing organizations and American Youth Hostel offices.

Pyramid Communications, Inc.
919 Third Avenue
New York, New York 10022

$1.25 paperback

69. THE CLEAR CREEK BIKE BOOK by Hail Aigner, Bob Tenson, Charles Powers and Lucky Wentworth (1972, 179 pages)

Age: 17-adult

This unusual bicycle book offers advice for the bicyclist on how to gather political strength to influence the development of bikeways and parking facilities for bikes. It also includes a description of bicycle history; how to buy, ride and repair a bicycle; safety; and racing and touring. An interesting discussion of how to spot a lemon and how to diagnose and repair mechanical ailments is included. Meditation and mystique chapters offer refreshing insights into bicycling. Photographs are excellent.

New American Library
1301 Avenue of the Americas
New York, New York 10019

$2.95 paperback

70. *THE NEW COMPLETE BOOK OF BICYCLING by Eugene Sloan (1974, 342 pages)*

Age: 15 and over

This thoroughly researched book makes pleasant reading. It contains chapters on buying, fitting, gear-ratios, accessories, tire care and a complete maintenance guide. Road safety strategies for urban streets are included.

Trident Press
630 Fifth Avenue
New York, New York 10029

$12.50

PAMPHLETS AND BOOKLETS

71. A BICYCLE BUILT FOR YOU (1977, 4 pages plus 6 ditto masters)

Age: 7-12

This very usable activity packet contains a teacher's guide and six duplicating masters. Each master has a specific bicycle safety objective with supporting background material in the teacher's guide. Emphasis is on parts of a bicycle and the function of each part; proper maintenance; parent involvement; good bike driving behavior; basic safety rules concerning bicycle operation; hazard identification; and a drill on rapid reaction. The masters are in the form of manipulative activities and games, and would be very well received by students. Also included is a bicycle safety inspection certificate that involves parents in a check-the-item inspection activity.

U.S. Consumer Product Safety Commission

Purchase from Superintendent of Documents,
U.S. Government Printing Office, Washington, D.C. 20402
Stock Number: 052-011-00141-4 $2.00 per copy

72. BICYCLE BLUE BOOK (1977, 14 pages)

Age: 14 and over

Brief instructions on how to care for a bicycle, including a checklist of items to periodically examine, clean and/or replace are presented. The section on tire care and selection recommends the use of the distributor's tires.

Goodyear Tire & Rubber Company
Public Relations Department
Akron, Ohio 44316

Free

73. BICYCLE CLUBS: HOW TO ORGANIZE AND ENJOY THEM (1973, 59 pages)

Age: 15-18

Suggestions on how to form a bike club and engage in other group bicycle activities (such as games and trips) are presented. This pamphlet is especially useful for discussions of recreational bicycling activities.

Bicycle Manufacturers Association
of America
1101 15th St., N.W.
Washington, D.C. 20005

25¢

74. BICYCLE PROBLEMS--TRAINING KEY #187 (1973, 6 pages)

Age: adult

Topics covered in this pamphlet are safety training, mechanical defects, bicycle law enforcement, thefts, registration, and carelessness. A discussion guide and key questions are included, as well as a training key available to group leaders.

Professional Standards Division
International Chiefs of Police
11 Firstfield Road
Gaithersburg, Maryland 20760

1 complimentary copy; 25¢ per copy
with maximum of 100 copies

75. BICYCLE RULES OF THE ROAD IN CALIFORNIA (1976, 58 pages)

Age: 10-18

This is an excellent and comprehensive booklet covering all aspects of bicycle safety in an easy to read format. Good typeset and layout are enhanced by attractive and colorful drawings. Topics

considered are: the rights and responsibilities of bicyclists, equipment to meet federal and state regulations, night driving, maintenance, signals, signs and pavement markings, rules of the road, defensive driving, bike theft, and right of way. In addition, there is a bike safety check page, facts concerning parent responsibility and an appropriate glossary.

Publications Sales
California State Department of Education
P.O. Box 271
Sacramento, California 95802

$1.50

76. BICYCLE SAFETY (1976, 6 pages)

Age: 12 and over

This booklet covers all aspects of bicycle safety, including selection and care of bicycle equipment and a quiz on rules of the road.

Aetna Life & Casualty
Audio Visual Resources
Hartford, Connecticut 06156

Free in quantities up to 1,000

77. BICYCLE SAFETY INFORMATION TEST (1976, 1 page)

Age: 9-11

A quick, 25-question quiz with answers. Questions cover rules of the road and maintenance.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

Minimum order - 100
13¢ each

78. *BICYCLE SAFETY MAINTENANCE MANUAL (1974, 12 pages) and SAFETY INSPECTION CHECKLIST (1974, 4 pages)*

Age: 14-18

This extremely thorough maintenance publication is designed for use with the Safety Inspection Checklist, a 50-part checklist that can be used in regular bicycle safety programs.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

Single copy free
Bulk rates available

79. *BICYCLE SAFETY PROGRAM KIT (1974, 30 pages)*

All ages

This attractive kit contains concise information to help a local community organize a bicycle safety program. Ideas and materials for children and adults are provided. The kit contains: an outline of a bicycle safety campaign, samples and lists of available pamphlets and aids, a speech outline, bicycle club suggestions, sample press releases, rodeo and clinic guides, a fact sheet and other suggestions.

Minnesota Department of Public Safety
State Highway Building
St. Paul, Minnesota 55155

Free to Minnesota citizens; single copies free to other interested agencies

80. BICYCLE SAFETY SET (1975, 4 pages)

Age: 12-18

The safety set includes two items: a pamphlet which is a quick but detailed overview of how to maintain a bicycle, and a safe bicycle driver's license.

Bicycle Manufacturers Association
1101 15th Street, N.W.
Washington, D.C. 20005

$1.00 for 50 copies

81. BICYCLE SAFETY TESTS AND PROFICIENCY COURSE (1973, 23 pages)

Age: 12 and over

This pamphlet includes a series of detailed proficiency and safety tests that riders can practice. A model inspection form for bike maintenance is also provided.

Bicycle Manufacturers Association
1101 15th Street, N.W.
Washington, D.C. 20005

50¢

82. BICYCLES--BUY RIGHT, DRIVE RIGHT (1975, 10 pages)

Age: 15 and over

This is a consumer's guide to protecting the bicyclist by knowing the rules of the road, by buying a safer bicycle, by maintaining the bicycle on a regular basis, and by being constantly

aware of the traffic environment. Tips for safer bike use are discussed in an easy to read format.

U.S. Consumer Product Safety Commission
Washington, D.C. 20207

Purchase from:
Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

Stock No.: 052-011-00132-5
Price: $3.50 for 25 copies

83. BICYCLE TIP SHEETS (1977, 3 pages)

Age: adults

Three 5 1/2 by 8 1/2 tip sheets (2 printed back to back) will be available summer, 1977. The three tip sheets are entitled: "Safe Bicycling" (a test that parents can give to determine competence of children as bicyclists); "Choosing the Right Size Bicycle for your Child;" and "The Child as Passenger on an Adult's Bicycle" (makes seven points, including ride slowly, stay off busy streets, and never take an infant under 6 months old).

Accident Prevention Committee
American Academy of Pediatrics
P.O. Box 1034
Evanston, Illinois 60204

$3 per 100 of each tip sheet

84. *BICYCLES: SAFETY EDUCATION DATA SHEET 1, REVISED (7 pages, 1976)*

Age: 10-adult

As part of a series of data sheets on safety, this provides useful information on the safety aspects of bicycles.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

Stock no.: 429-04-1
68¢ for 10 copies

85. *BICYCLING FOR EVERYONE (1974, 20 pages)*

Age: 14 and over

Much of the information in this booklet is condensed from material presented at BICYCLES USA, a conference held in Cambridge, Massachusetts in 1973. In a series of workshops and meetings, law enforcement officers, medical authorities, government leaders, industry representatives, professors, research scientists, officers of bicycle organizations and bike riders exchanged ideas and sought solutions to some of their mutual concerns about bicycles. Topics include the ups and downs of pedal power; responsibility for the bicycle rider; highways, byways and bikeways; safety first; safety hints; bicycle theft; and a pictorial history of the bicycle. Also included is a list of organizations that are interested in bicycling.

U.S. Department of Transportation
Washington, D.C. 20590

Order no.: DOT P 5600.3

55¢

86. BICYCLING FOR RECREATION AND COMMUTING (1972, 26 pages)

Age: 15 and over

This is a simple overview of bicycling safety, bike trails and the history of the bicycle.

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20202

Stock No.: 0-461-880
Price: 45¢

87. BICYCLING: FUN WITH SAFETY (1975, 4 pages)

Age: 14 and over

This very attractive and colorful pamphlet gives information about bicycle selection, types of bicycles, checkpoints for maintenance, and safe riding habits. The illustrations are clear and the diagrams are understandable.

U.S. Consumer Product Safety Commission
Washington, D.C. 20207

Purchase from:
Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20202

Stock No.: 052-011-00102-3
Price: $2.25 for 50 copies

88. BIKE QUIZ GUIDE; PEDAL PRIMER; BICYCLES (1972, 7-9 pages each)

Age: 15 and over

These three small introductory brochures concentrate on bicycle safety and maintenance.

Bicycle Manufacturers Association
1101 15th Street, N.W.
Washington, D.C. 20005

$5 for 50
$10 for 100

89. BIKES--AND BOYS AND GIRLS (1966, 20 pages)

Age: 5-12

This pamphlet provides a general overview of rules and laws, maintenance, and theft prevention. It is an attractive pamphlet, using an appropriate vocabulary level, which contains some information on the sponsoring insurance company.

Kemper Insurance Company
Route 22
Design Studio A-1
Long Grove, Illinois 60049
Attn: Cheryl Fournier

7¢

90. CYCLE SAFETY FOR PEP (1976, 16 pages)

Age: 9-13

This activity packet is the result of a cooperative effort by The Traveler's Insurance Company and the U.S. Jaycees. This packet includes an accident fact sheet; a letter to a Jaycee member listing key points about the bicycle safety kit; a six page pamphlet called "Safety Ahead"; and an eight page skill test layout and rodeo guide.

Key points that are stressed are: free materials can be obtained through a local, independent Traveler's agent or broker; a bike safety film program is available for free loan to projects, schools and youth groups; and the bicycle rodeo and skills test can be a meaningful project run in a short time.

Cycle Safely for PEP
9PB
The Traveler's Insurance Company
One Tower Square
Hartford, Connecticut 16115

Free

91. FACT SHEET (1971, 6 pages)

Age: adult

This is a series of flyers on bicycle usage; locations of accidents; and sex differences in bicycle accidents.

National Safety Council
425 N. Michigan Avenue
Chicago, Illinois 60611

Single copies free

92. MODERN WOODMEN BICYCLE SAFETY PROGRAM (1977, 12 pages)

Age: 9-12

Students in grades 4, 5 and 6 are invited to participate in a series of three tests on a given Bicycle Safety Day. The three tests are: bicycle safety knowledge written test; bicycle skill test, and bicycle safety inspection test. All three phases of the program must be completed with a passing grade to qualify for a special citation. In addition to the skill tests, an eight page pamphlet ("Bicycling For Fun And Safety"),suggested newspaper stories for

release prior to and following completion of the bicycle safety tests, a scoring sheet for the riding skill test, and an evaluation form are included.

Mrs. Harriet L. Robison
Director of Fraternal Activities
Modern Woodmen of America
Rock Island, Illinois 61201

Free

93. *SIDEWALK VEHICLES: SAFETY EDUCATION DATA SHEET # 17 (1967, 3 pages)*

Age: 5-9

This includes a brief discussion of aspects of tricycle safety concepts that should be taught to youngsters. Concepts and factual information are included, but not classroom activities. It is useful as a brief orientation to the issues.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

68¢ for 10 copies

94. *SKILL TESTS FOR PEDAL PUSHERS (under revision, 1977, 6 pages)*

Age: 14-18

Ten detailed bicycle skill tests with a scoring system for each and a summary score sheet are included. Tests are for determining safety skill levels but may also be conducted as contests for fun.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

Free

95. SPROCKETMAN (1976, 26 pages)

Age: 18-22

This is a bicyclist's safety manual in the form of a comic book. It lists countless tips and suggestions on safe and effective bicycling techniques. Topics such as creative riding, making hand turns in heavy traffic, riding predictably, thinking ahead, and communicating to others are covered and fully illustrated.

Available 9/77 from:
U.S. Consumer Product Safety Commission
Washington, D.C. 20207

96. THE BIKE BOOK (1971, 8 pages)

Age: 12-15

This is an illustrated flyer giving brief tips to youngsters on bicycle maintenance and safety.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

86¢ for 50 copies

97. TODO LO QUE QUERIA SABER ACERCA DE LAS BICICLETAS PERO NUNE SE HA ATREVIDO A PREGUNTAR! (EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT BICYCLING BUT THOUGHT TOO RIDICULOUS TO ASK!) (1974, 18 pages)

Age: 16 and over

The intent of this all-Spanish pamphlet (also available in English) is to familiarize adults and children with rules and regulations to protect the cyclist. Included in the brochure are

the procedures for selecting a bike and a section on maintenance. The brochure is enhanced by the use of 15 photographs and four diagrams.

Manager
New Jersey Office of Highway Safety
4 Scotch Road
Trenton, New Jersey 08628

One copy available free (can be reprinted)

98. *UNDERSIZED AND OVERLOOKED--A MOTORCYCLIST'S GUIDE TO BICYCLE SAFETY (1976, 7 pages)*

Age: 16 and over

Suggestions on how to help keep both cyclists and motorists safe are included. The pamphlet also contains information about the right of way; what to do at intersections and driveways; how to stay alert near cyclists; proper following distance; and what to do when motoring near bikes at night.

National Safety Council
444 N. Michigan Avenue
Chicago, Illinois 60611

Stock no.: 450.30
15¢

ADDITIONAL PAMPHLETS

AMERICAN AUTOMOBILE ASSOCIATION (Call your local AAA or write to 8111 Gatehouse Road, Falls Church, Virginia 22042)

99. *BICYCLE DRIVER'S LICENSE (1972, a license form and set of rules, stock no. 3284)*

Age: 7-12 46¢ for 100

100. *BICYCLE INFORMATION TEST (1973, sets of 25 tests and scoring key, stock no. 3283)*

Age: 9-12 7¢ each

101. *BICYCLE INSPECTION CHECKLIST (1971, tablet of 25 checklists, stock no. 3287)*

Age: 9-15 90¢ for 50

102. *BICYCLE SKILL TESTS (1973, blueprint for a rodeo, 12 pages, stock no. 3282)*

Age: 9-15 52¢ for 50

103. *BICYCLING IS GREAT FUN (1972, two-page foldout on rules and maintenance, stock no. 3241)*

Age: 9-12 97¢ for 100

104. *BIKE BASICS (1977, a thorough and attractive summary of bicycle information, 15 pages, stock no. 3279)*

Age: 13 and over $6.50 for 100

105. *BIKE SAFETY POSTERS (1973, set of 10 brightly colored posters, stock no. 3285)*

Age: 5-12 71¢ for set of 10

106. *MODEL BICYCLE ORDINANCE (1976, excerpts from the Uniform Vehicle Code and Model Traffic Ordinances, 10 pages, stock no. 3206)*

Age: 18 and over $7.00 for 100

107. *PARENTS, BUYING YOUR CHILD A BICYCLE? (1973, rules for buying a bike, 3 pages, stock no. 3207)*

Age: 18 and over $3.00 for 100

108. *TEACHER'S GUIDE TO BICYCLE SAFETY ACTIVITIES AND PROJECTS (1977, suggests classroom and outdoor projects and activities for use in bike education programs, stock no. 3281)*

Age: 5-15 10¢ each

109. *TERRY THE TRICYCLE (a six page story to be read to bikers; includes seven rules, stock no. 3208)*

Age: 5-6 $2.50 for 100

U.S. CONSUMER PRODUCT SAFETY COMMISSION (free in limited quantities from the Commission, Washington, D.C. 20207; or purchase from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402)

110. *BICYCLES--FACT SHEET NO. 10*

Age: adult #3613: 3-1

111. *BICYCLE REGULATIONS (technical fact sheet no. 5)*

Age: adult #052-011-00088-4; $2.40 for 50 copies

POSTERS (112-115)

112. *BIKE MAINTENANCE ISN'T CHILD'S PLAY*

#052-011-00093-1 $2.85 for 25 copies

113. *HOW SHARP IS YOUR BIKE?*

#052-011-00095-7 $2.55 for 25 copies

114. *REFLECTORS ARE PROTECTORS*

#052-011-0096-5 $2.55 for 25 copies

115. *YOUR LIFE RIDES ON YOUR TIRES*

Age: 9 and over #052-011-0094-9; $2.55 for 25 copies

116. *SECONDARY SCHOOL CURRICULUM--TEACHERS GUIDE*

#052-011-00100-7 50¢ per copy

117. *SECONDARY SCHOOL CURRICULUM--STUDENT READINGS*

#042-011-00099-0 $3.00 for 50 copies

RESEARCH REPORTS

118. IDENTIFICATION OF SPECIFIC PROBLEMS AND COUNTERMEASURE APPROACHES TO ENHANCE BICYCLE SAFETY by Kenneth Cross, et al. (Anacapa Sciences, Santa Barbara, California)

This extremely thorough research report delves into the types and causes of fatal and non-fatal motor vehicle/bicycle accidents. Samples were taken in four states: California, Colorado, Michigan and Florida. Detailed interviews and research give information about the actions of the cyclist and the motorist prior to the accident. Accident types can be classified by age groups, thus making safety programs more effective. The results indicate that failures in search and detection of hazards lead to many accidents. This report is a must for any serious safety educator.

Department of Transportation
NHTSA contract no. DOT-HS-4-00982

Available in October, 1977 from:
National Technical Information Service
U.S. Department of Commerce
5285 Port Royal Road
Springfield, Virginia 22151

call for price
(703) 557-4650

119. HAZARD ANALYSIS OF BICYCLES (1973, U.S. Consumer Product Safety Commission, Bureau of Epidemiology)

The report provides statistical, in-depth analyses of bicycle injuries and the causes of those injuries. The analyses are especially interesting since they include non-motor vehicle deaths and injuries. Ninety percent of the injuries were caused by loss of control due to entanglement of body parts and mechanical/structural problems.

U.S. Consumer Product Safety Commission
Washington, D.C. 20207
Order no.: NIIC 1202-73-H001

$1.25

120. *NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION BICYCLE SAFETY BIBLIOGRAPHY (1976)*

If you are interested in current research in the area of highway safety, this subject bibliography has it all. All documents that the Federal government has on hand from highway safety literature are included.

U.S. Department of Transportation
NHTSA Technical Reference Division
400 7th Street, S.W.
Washington, D.C. 20590

(or borrowed on inter-library loan through local library)

121. *PEDESTRIAN AND BICYCLE SAFETY STUDY--HIGHWAY SAFETY ACT OF 1973, Section 214 (Department of Transportation, 1975)*

This report presents an introduction to and background information on the problems of pedestrian/bicyclist safety: an overview of Federal, state and local activity; the methods employed in the development of the current report; an executive summary; and Congressional recommendations. Separate sections of the report discuss pedestrian/bicyclist safety as it relates to the following topics: state and local ordinances; enforcement policies and procedures; capabilities of responsible authorities for enforcing rules; the relationship between alcohol and pedestrian/bicycle safety; ways and means of improving programs; an analysis of present funding of safety programs; and an assessment of the capabilities of Federal, state and local governments to fund such activities and programs.

General Services Division
NAD-42
National Highway Traffic Safety
Administration
400 7th Street, S.W.
Washington, D.C.

Free

PUBLIC RELATIONS MATERIALS

PUBLIC SERVICE SPOTS

122. *BICYCLE SAFETY SERIES (1976, color, 16mm, sound)*

Age: 5-19

A series of 16mm color/sound public service spot announcements has been developed for use on television or in educational programs. Topic situations include: entering streets from private driveways, riding double, running stop signs, riding on the wrong side of the street, night riding, risk-taking, and driver and parent education. A Preview Print Request is available.

Golden Coast Film Productions
2044-A Alameda Padre Serra
Santa Barbara, California 93103

$250 for set of 7 spots
(bulk rates available)

123. *BIKE SAFETY (1975)*

Ages: 16 and over

These radio spots offer suggestions to motorists and bicyclists on critical traffic safety situations: mythical driver's test--60 seconds; blind spot--60 seconds; open door policy--30 seconds.

AAA Foundation for Traffic Safety
8111 Gatehouse Road
Falls Church, Virginia 22042

$1 per tape containing three spots

124. ONLY ONE ROAD (1975)

All ages

Information on safety for motorists and bikers is illustrated in these four television spots: Road hazards--60 seconds; Opening car door hazard--30 seconds; Right turn hazard--30 seconds; Wrong-way bike--10 seconds.

AAA Foundation for Traffic Safety
8111 Gatehouse Road, Room 328
Falls Church, Virginia 22042

$15 for set of 4 spots

STUDY PRINTS

125. THE SAFEST SHOW ON EARTH (1976)

Age: 5-12

This very colorful media package uses a content box as a 3D safety activity center. The emphasis is not on bicycle safety; however, it can be used effectively for general safety lessons. Application to bicycle safety can be made as a culminating lesson, after specific bicycle safety skills are taught. The kit contains a teacher's handbook; script; story board panels for student drawings; and other basic materials for filmstrip production. Also available in Spanish.

Media Intensive Learning Corporation
200 West Mary Street
Austin, Texas 78704

$60.00
bulk rates available

INDEX OF AUTHORS/SPONSORS

ABT ASSOCIATES
5.

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7, 76.

AIMS INSTRUCTIONAL MEDIA SERVICES
17, 18, 27, 30.

AMERICAN ACADEMY OF PEDIATRICS
83.

AMERICAN ASSOCIATION OF HEALTH, PHYSICAL EDUCATION AND RECREATION
48.

AMERICAN AUTOMOBILE ASSOCIATION
6, 39, 47, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 123, 124.

AMERICAN EDUCATIONAL FILMS
28.

AMERICAN YOUTH HOSTELS, INC.
64.

ARCO PUBLISHING COMPANY, INC.
54.

ASSOCIATION--STERLING FILMS
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AUDIO-VISUAL SERVICES
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AUTOMOTIVE SAFETY FOUNDATION
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BALLANTINE BOOKS, INC.
65.

BICYCLE MANUFACTURERS ASSOCIATION
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CLYMER PUBLICATIONS
62.

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33.

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20.

ELISAR RESEARCH CORPORATION
14.

EYE GATE HOUSE, INC.
22.

FILM FAIR COMMUNICATIONS
19.

FILM LOOP, INC.
13.

FOLLETT PUBLISHING COMPANY
52.

GOLDEN COAST FILMS
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GOODYEAR TIRE AND RUBBER COMPANY
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HENRY Z. WALCK, INC.
53.

ILLINOIS DEPARTMENT OF EDUCATION
2.

INTERNATIONAL CHIEFS OF POLICE
74.

JIM LAWLESS MOTION PICTURE CONSULTANTS
46.

KEMPER INSURANCE COMPANY
89.

LEE STANLEY FILMS
24.

MADISON CITY SCHOOL DISTRICT
4.

MARYLAND DEPARTMENT OF EDUCATION
3.

MC GRAW-HILL TEXT FILMS
42.

MC PHEE GRIBBLE PUBLISHERS
55.

MEDIA INTENSIVE LEARNING CORPORATION
125.

MILLER-FENWICK, INC.
9.

MINNESOTA DEPARTMENT OF PUBLIC SAFETY
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MODERN WOODMEN OF AMERICA
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MOGULL'S
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NATIONAL SAFETY COUNCIL
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NEW AMERICAN LIBRARY
69.

NEW JERSEY OFFICE OF HIGHWAY SAFETY
97.

OXFORD FILMS
35.

PATHESCOPE EDUCATIONAL FILMS, INC.
23.

PERENNIAL EDUCATION INC.
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POPULAR LIBRARY
60.

PRICE/STERN/SLOAN PUBLISHERS, INC.
67.

PYRAMID COMMUNICATIONS, INC.
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PYRAMID FILMS
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RAMSGATE FILMS
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SAFECO INSURANCE COMPANY
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SCREEN EDUCATIONAL ENTERPRISES
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SIMON AND SCHUSTER
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STERLING PUBLISHING COMPANY
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TEN SPEED PRESS
50, 57.

THE CHATHAM PRESS
58.

THE TRAVELER'S INSURANCE COMPANY
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TRIDENT PRESS
70.

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APPENDICES

APPENDIX I

EXAMPLES OF ACTIVE BICYCLE SAFETY PROGRAMS

STATEWIDE PROGRAMS

MINNESOTA PROMOTES PEDAL POWER (1974)

Level: high school

In June, 1974, a Pedal Power Workshop was held at Lake Hubert, Minnesota, sponsored by the Department of Public Safety, Minnesota Safety Council, the Agricultural Extension Agency (4-H) and the University of Minnesota. Fifteen young people (15-17 years old) from various service organizations were chosen to participate. While at the camp, they made 15 and 40 mile bike hikes, learned trip planning and maintenance skills, and reviewed rules of the road and other safety categories. They were also taught ways to plan bicycle safety programs at home. Minnesota provides local agencies with an attractive kit for community programs and a resource guide for schools.

Agricultural Extension Service
475 Coffey Hall
University of Minnesota
St. Paul, Minnesota 55101

PUBLIC AWARENESS IN NORTH CAROLINA (1977)

All ages

A multi-faceted public awareness program is underway in North Carolina. The program will support development of mass media spots; booths to be loaned to localities; a "road show" package of pre-planned talks, movies, etc., for all different age groups; and reproduction of new or borrowed pamphlets. A workshop was held to discuss meaningful bicycle safety messages. A statewide survey was conducted to establish a baseline of bike safety knowledge. Other activities will include updating and simplifying an existing bikeways manual; writing a bike rodeo guide; and establishing a Bike Information Service (which will house literature, films and research

information). Another project will allow two communities to test program guides previously developed and develop model community education packages.

North Carolina Department of
Transportation
Office of Transportation Planning
Transportation Building
Raleigh, North Carolina 27911

WISCONSIN'S STATEWIDE SAFETY PROGRAMS (1977)

All ages

Wisconsin's Division of Highway Safety Coordination is sponsoring a bicycle and pedestrian safety program on many levels. Two projects are conducted in cooperation with public school agencies. The Department of Public Instruction is producing a series of nine, fifteen minute instructional television programs for kindergarten through the eighth grade entitled "It's Your Move." A student bicycle driver handbook and a teacher's guide is available. In addition, the Madison school system has developed a pilot traffic safety curriculum.

Adult public awareness programs are also sponsored. Annual workshops for community leaders introduce new ideas and developments in engineering, law enforcement and education. A manual to aid communities in setting up programs is available. Television and radio spots have been produced and aired. A bicycle information brochure will be mailed with each driver's license renewal form. Efforts to organize citizens have resulted in the formation of the Women's Highway Safety Leaders organization, with a chapter in every county. A new project will encourage high school students to form highway safety clubs.

Law enforcement agencies are not neglected. Twenty in-service workshops for police officers have encouraged more active interest in pedestrian and bicycle safety. Classes were also held in the police academy.

Wisconsin Division of Highway Safety
Coordination
131 West Wilson Street, Room 803
Madison, Wisconsin 53702

COMMUNITY PROGRAMS

EL CAJON BICYCLE SAFETY COURT (1977)

Age: 9-16

The El Cajon police department has sponsored this bicycle safety awareness program since 1963. Police officers conduct assemblies teaching laws and rules, safety checks, and bike rodeos. Youngsters from nine to 16 years who violate bicycle laws appear in a Bicycle Safety Court. Judges are honor students from local high schools. Sentences range from a stern warning, an essay, or attendance at a bicycle safety school. Despite a growing population, only two bicycle fatalities have occurred in this community in the last 14 years. According to police, one fatality every two years was the prior record. Two descriptive pamphlets are available.

El Cajon Police Department
100 Fletcher Parkway
El Cajon, California 92020

ON-STREET BIKE TRAINING FOR 3RD AND 4TH GRADES (1977)

Age: 9-10

Two public safety officers from the Newton Police Department conduct on-street bicycle training sessions for third and fourth grades each year. The purpose of the program is to train the youngsters to use their eyes more effectively. The officers begin the training with an assembly in which they discuss where and how to bicycle safely. Then small groups (15 children at a time) practice good riding strategies and spotting hazards on a three-mile bike ride. During the ride, the children must make several left turns. The children practice looking back over their left shoulder without wobbling. An officer in a police car provides feedback on a bullhorn. All of Newton's third and fourth graders participate in the program each year.

Newton Police Department
1321 Washington St.
West Newton, Massachusetts 02165

S.P.O.K.E. BRINGS IT ALL TOGETHER IN L.A. (1977)

Age: 5-15

The School Traffic and Safety Education section of the Los Angeles School District has promoted an active traffic safety education program for several years. The office coordinates 23 community agencies that provide safety services to schools. These include bike safety special projects, such as lectures, films and rodeos conducted by groups like the Optimists, VFW, AAA clubs or police. A curriculum adapted from Maryland's Safety Instructional System and Bike Basics is also in use. The school environment is carefully controlled through cooperation with traffic engineers and planners.

The latest bicycle project is called SPOKE, a unique experiment in community support. SPOKE will use junior high school students as instructors of bicycle safety in the cluster of elementary schools that feed into the junior high school. Both junior high and elementary students are expected to benefit. The project will develop videotapes and filmstrips on risk detection as well as a teacher's activities resource guide. The program will be based on accident data from local police; the school district's data files; and research conducted by Ken Cross (see RESEARCH). Plans are also being made to do field studies of bike behavior in order to zero in on effective accident prevention techniques.

Supervisor
School Traffic and Education Section
Los Angeles City Unified
School District
1200 Cornwell Street
Los Angeles, California 90033

STERLING, ILLINOIS EVALUATES ITS BIKE SAFETY (1977)

Age: 5-12

Sterling, Illinois School District No. 5 has an extensive traffic safety program with a sophisticated evaluation component. A curriculum guide and teacher in-service training are provided; bike maintenance clinics and rodeos are held. However, in Sterling, the major emphasis is on their one and one-half acre "Safety Park." It

is a toy town with streets and sidewalks. Students in kindergarten through fourth grade are brought there each year to review rules and safe riding practices. On Saturdays, students may come to practice if they bring their parents (parents receive pamphlets and are involved in the safety process).

The Sterling police also cooperate in a selective enforcement program. Four target behaviors were specified and presented during police officers' in-training. Police may fine violators up to $5. The community unit which directs the effort also furnishes speakers to non-school groups and publishes a newsletter.

The Sterling evaluation process involves experimental and control groups in three categories--rural; in-town high socio-economic families; and in-town low socio-economic families. With 93 percent (2,154 children) of the population reporting, the experimental groups showed a significant increase in bike knowledge and in self-esteem during the first year. Accident data also look favorable but it is too early for conclusive results.

Funding is through the Elementary and Secondary Education Act, Title IV-C (formerly Title III) funds.

Community Unit School District No. 5
1800 6th Avenue
Sterling, Illinois 61081

PRIVATE PROGRAMS

AN AUTO CLUB'S BICYCLE SAFETY TRAINING AND INVOLVEMENT (1977)

All ages

The Auto Club of Missouri is the third largest AAA club in the country. Several years ago, it established a Cycling Activities Office that has produced a fascinating array of services and activities for cyclists (AAA members and non-members). The Cycling Office has become an information center for media, police, planners, educators and legislators. They conduct both road safety and product safety research.

The club also provides safety training along with touring services. Cyclists learn maintenance and road safety techniques as a part of one-day and vacation tours. Informal and formal maintenance clinics are held. One day programs for school children and other groups are presented. A Cycling Skills Proficiency Course was developed with the help of expert Fred DeLong. Children and adults participate in the course.

The Cycling Office publishes a newsletter and maps for bike tours and commuters in the area. Other AAA awareness and educational information is distributed--television and radio spots, and kindergarten through level 9 teacher guides.

The Auto Club of Missouri
Cycling Activities Office
201 Progress Parkway
Maryland Heights, Missouri 63043

SEE AMERICA WITH BIKECENTENNIAL (1976-77)

Age: adult

Bikecentennial, Inc. is the organization that planned the Trans-America Bicycle Trail, 4200 miles of bike trail from Oregon to Virginia. Travel packages include overnight camping, meal services, trained group leaders, group insurance maps, and guide books. The organization also has an interest in safety. A safety media center, based in Missoula, publishes many pamphlets. Most publications deal peripherally with safety, while providing more information on camping, cooking, and touring.

Bikecentennial, Inc.
P.O. Box 1034
Missoula, Montana 59801

PUBLIC SCHOOL PROGRAMS

ALABAMA

Statewide K-8 Bicycle-Pedestrian Safety Curriculum
Rules of the Road pamphlet
Television spots

Alabama State Department of Education
Traffic Safety Section
771 S. Laurence
Montgomery, Alabama 36104
Room 251

ALASKA

K-12 Traffic Safety Curriculum
Bike safety component includes rules, laws, maintenance, fit and rodeo guide

Alaska State Department of Education
Alaska Office Building, Pouch F
Juneau, Alaska 99801

ARIZONA

Teacher's packet includes bike test modeled on driver's license test

State Superintendent's Office
Suite 165
State Capitol Building
Phoenix, Arizona 85005

ARKANSAS

Two hour bicycle safety program in selected schools
One hour teacher-directed program
One hour bike maintenance rodeo and registration
Ages: 10-14

Public Information & Education
Program Manager
Office of the Coordinator of Public Safety
116 Old National Line Building
Little Rock, Arkansas 77201

COLORADO

Traffic safety curriculum under development

State Commissioner's Office
State Office Building
201 East Colfax Street
Denver, Colorado 80203

CONNECTICUT

K-6 bicycle safety resource curriculum will be distributed in fall, 1977 to Connecticut teachers

Connecticut Safety Commission
79 Elm Street
Hartford, Connecticut 06115

DELAWARE

Bike Right Awareness Program for fifth graders
Certified teacher visits classrooms or clubs to give slide show presentation
Follow-up includes bike rodeo, on-road training and testing

Delaware Friends of Bikecology
2117 Meadow Lane
Wilmington, Delaware 19810

FLORIDA

K-6 Statewide Bicycle Safety Curriculum
Florida Highway Patrol distributes Rules of the Road pamphlets and gives assemblies upon request of the school or community organization

Captain Barnett
Chief Safety Officer
Neil Kirkman Building
Department of Health, Safety and Motor Vehicles
Tallahassee, Florida 32034

IDAHO

K-12 pilot program for highway safety curriculum
Curriculum is used in cooperation with Modern Woodmen of America Bicycle Safety Kit and Test Materials.
Close cooperation with the Boise Safety Council, state police, local police and civic organizations.

K-12 Coordinator
Idaho Department of Education
Len B. Jordan Building
State House
Boise, Idaho

ILLINOIS

K-12 statewide curriculum with emphasis on 4th and 5th grades. Supportive materials and programs include Texas Rangers Safety Kit, Bicycle Rodeo Seminars, Community College Bike Skill Test Rodeos, 4-H Clubs, Rules of the Road Pamphlet.

State Superintendent's Office
100 North First Street
Springfield, Illinois 62777

INDIANA

Elementary curriculum includes 26 page pamphlet on Bicycle Fairs; a 24 page Bicycle Safety Manual with skill tests and a film, "How to Have a Bicycle Rodeo."

Director
Indiana Department of Traffic Safety
and Vehicle Inspection
215 N. Senate Avenue
Indianapolis, Indiana 46202

IOWA

K-6 Curriculum guide available; teachers trained in 2 hour workshops
Bicycle Safety Clubs and Fairs encouraged
Civic Clubs sponsor Bike Inspection Days and Bike-A-Thons
Iowa State Patrol conducts assemblies and bike inspection
An unusual feature of the Iowa program is that bicycle safety is required in all school systems.

Consultant on Traffic Safety Education
Department of Public Instruction
Grimes Office Building
Des Moines, Iowa 50319

KENTUCKY

State police and Blue Grass Wheelman's Association make presentations on request
6 page pamphlet--"Bicycling in Kentucky"--available
Television spots for local stations
Plans for future school pedestrian and bike safety curriculum

Office of Highway Safety Programs
Department of Transportation
State Office Building
Frankfort, Kentucky 40601

MAINE

"Highway Safety Films" lists films available to schools
AAA and NSC-Goodyear materials used
Police hold rodeos on request

Maine Department of Transportation
Division of Special Services
State House
Augusta, Maine 04330

MICHIGAN

5 page Safety Education booklet available
Film "Just Like a Car" (grades 4-6) and filmstrip/cassette, "How Do You Drive A Bike?" (grades K-3) distributed to school districts
K-12 safety education program, emphasizing bike safety, developed by Dickenson-Iron Mountain School District

State Superintendent's Office
Lansing, Michigan 48902

MINNESOTA

K-3 traffic safety curriculum provides detailed activities for bike safety rules and laws and hazard recognition

State Department of Education
Centennial Building, 4th floor
St. Paul, Minnesota 55101

MISSISSIPPI Junior high school bicycle safety program with civic club involvement, television spots

State Superintendent's Office
Sillers State Office Building
Box 771
Jackson, Mississippi 39205

MISSOURI Grade 4-12 Bicycle Safety program kit with teaching suggestions and program planning advice

State Department of Education
Jefferson Building, P.O. Box 480
Jefferson City, Missouri 65102

MONTANA K-6 curriculum on bike safety

State Department of Public Instruction
Helena, Montana 59601

NEBRASKA K-6 bicycle curriculum

State Department of Education
Lincoln, Nebraska 68508

NEVADA 4th grade activity packet, "Safest Show on Earth"
Nevada Association of Women Highway Safety Leaders, 4-H and AAA provide support for bike safety programs
Nevada Youth Traffic Safety Association meets three times yearly; high schoolers teach elementary students bicycle safety skills

Director, Office of Traffic Safety
Capital Complex
1923 N. Carson Street
Carson City, Nevada 89710

NEW HAMPSHIRE

K-6 program offered by Agricultural Extension Service and 4-H clubs

State Commissioner's Office
Concord, New Hampshire 03301

NEW JERSEY

Grade 4-6 curriculum in 2,700 schools based upon "Just Like a Car" guide and film; support from local police and civic associations

State Department of Education
225 W. State Street
Trenton, New Jersey 08625

NEW YORK

Grade 4-6 curriculum includes a 27 page guide with unit goals, expected outcomes and teaching suggestions; includes affective, psycho-motor, and cognitive skill areas

State Department of Education
State Education Building
31 Washington Avenue
Albany, New York 12234

NORTH CAROLINA

K-9, 4 volume traffic safety curriculum contains bicycle safety activities and emphasizes hazard recognition, rules and laws

State Superintendent's Office
Raleigh, North Carolina 27602

OHIO

Grade 4-6 curriculum uses "Just Like a Car"
5th graders use a colorful and comprehensive 30 page book called "The Ohio Bicycle Driver's Guide"

Statewide workshops held for teachers and administrators
Chamber of Commerce, 4-H and AAA provide support

Driver Education
Ohio Department of Education
65 South Front Street
Columbus, Ohio 43215

OREGON

K-6 traffic safety curriculum provides comprehensive activities for rules and laws, hazard recognition, maintenance, fit and motor skills

State Superintendent's Office
942 Lancaster Drive N.E.
Salem, Oregon 97310

PENNSYLVANIA

Program kits available to aid physical education teachers (K-12) to set up safety education programs

Department of Education
Harrisburg, Pennsylvania 17126

WASHINGTON

Program kits, grades 4-9, contain films, filmstrips, and Resource Guide
Washington Bicycle Driver's Guide, a colorful pamphlet, widely distributed

State Superintendent's Office
Old Capitol Building
Olympia, Washington 98501

WISCONSIN

"It's Your Move," a traffic safety educational television series (K-8) now on the air
30 page teacher's guide and Wisconsin Bicycle Driver's Handbook (grades 7-12) also available

Wisconsin Division of Highway Safety Coordination
131 W. Wilson Street, Room 803
Madison, Wisconsin 53702

APPENDIX II

SOURCES OF FEDERAL FUNDING

Federal monies are available to people developing or promoting bicycle safety programs. There are three sources of funding to investigate:

1. Bicycle Safety Educational programs are eligible for funding, on a matching basis under the provisions of Section 402 of the Highway Safety Act. These funds, however, are administered by the Governor's Representative for Highway Safety in each state. Questions concerning the funding of a particular program should be addressed to the governor's Representative who is usually located in the State Department of Transportation. It should be pointed out, however, that all states receive many more requests to fund highway safety programs than their resources can accommodate. Decisions are based on the identification of problems within each state.

2. Federal Highway Administration (FHWA). While FHWA does not fund bicycle safety education programs, it does make funds available for the development of bikeway systems. The Federal Aid Highway Act of 1976 provides that a state highway agency may use up to $2.5 million of its Federal aid highway funds for the construction of bicycle and pedestrian facilities either in conjunction with Federal aid highway projects or as an independent facility. Inquiries should be directed to the State Department of Transportation.

3. Department of Health, Education and Welfare. The Elementary and Secondary Education Act of 1965 (E.S.E.A.) offers funding under Title IV-C (formerly Title III) for educational projects in three classes: "innovative," "adoptive/adaptive" and "diffusion" funds. Applications are usually made through the state's Office of Education, although direct proposals to HEW sometimes succeed. Each state will have a different system. Try all health and education-related agencies.

APPENDIX III

PERIODICALS

BICYCLE PAPER
Recreation Consultants
Box 842
Seattle, Washington 98111

BICYCLE SPOKESMAN
Hub Publishing Company
119 E. Palatine Road
Palatine, Illinois 60067
Suite 109

BICYCLING
55 Mitchell Boulevard
San Rafael, California 94903

BIKE WORLD
95 Main Street
Los Altos, California 94022

BOOM IN BIKEWAYS
Bicycle Manufacturers Association
Of America
122 East 42nd Street
New York, New York 10017

CHANGING TIMES
The Kiplinger Magazine
Editor's Park, Maryland 20782

CONSUMER NEWS
Federal Office of Consumer
Affairs
Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

CONSUMER REPORTS
Consumer's Union
256 Washington Street
Mt. Vernon, New York 10550

LEAGUE OF AMERICAN WHEELMAN
BULLETIN
19 S. Bothwell
Palatine, Illinois 60067

NEW DIRECTIONS IN BIKE SAFETY
Bicycle Manufacturers Associa-
tion of America
122 East 42nd Street
New York, New York 10017

TRANSPOTOPICS FOR CONSUMERS
Department of Transportation
Office of the Secretary
Washington, D.C. 20590

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